



April 2003

## DWS Partners with Education

### in this issue:

- > News you can use  
Pre-Layoff Assistance
- > jobs.utah.gov update
- > Eight Prosecuted for  
Unemployment Fraud
- > DWS Issues Cultural  
Integration Grant
- > New Wage Data Just  
Released
- > State Economist  
Meets Mountainland  
Employers

On November 19th, 2002, the Department of Workforce Services (DWS) Provo Business Team hosted the first annual **School Counselor Day**. The American Fork Business Team followed up with an educational day on January 28th. School counselors were invited to visit local employment centers and learn "hands-on" about the services that are offered at DWS. Youth and educators were advised about benefits such as youth career counseling, worksite learning experiences, Internet job search resources, resume completion, youth internships, and funds available to help struggling students or those with disabilities. The school guests were also taken on a tour of their local employment center. They took many pamphlets and resource information for youth who need some extra one-on-one help in finding employment while getting their education.



School counselor in DWS employment center

The DWS web site, [jobs.utah.gov](http://jobs.utah.gov), has a special link entitled "Just for Youth." This link provides information on youth employment law, financial aid, education and training beyond high school, and much more. Contact your local DWS employment center for any of the above information regarding youth services.

## DWS Advertises for Employers!

By Stephenson Beck, Provo Employment Center

Billions of dollars are spent every year on advertising. The average price for a 30 second ad in this year's Super Bowl was \$1.9 million. Why the high price? Because advertising is quick way to get a company's message to over 86 million people at one time.

That's why the Department of Workforce Services (DWS) entered into an agreement with *The Daily Herald* last August. The ads run in the Thursday and Sunday editions. The ad is featured in the recruitment pages of the Sunday paper, with its circulation of 39,000, which provides the biggest opportunity for employers.

"A lot of people don't have a lot of time during the week, so Sunday is the day readers will buy (the newspaper)," said James Hodges, *The Daily Herald's* Recruitment Advertising Representative.



James Hodges, Daily Herald Advertising Rep.

The opportunity costs nothing to the employer—they only need contact a DWS Business Consultant to get the ball rolling. "Basically, employers' jobs get a lot of exposure through our Web site and job board. But by advertising in the newspaper, we're helping them reach an even bigger job seeking population who has yet to work with DWS," said Karen Daniels, Provo DWS Center Manager.

### State of Utah

### Department of Workforce Services



**Mountainland Region**  
Melissa Finch  
Regional Director

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(801) 374-7740

### Rural Utah Business Technology Conference - Growing From Within

May 28-29, 2003 Dixie Center, St. George  
Early Registration: \$35

Hosted by Senator Bob Bennett and  
the Utah Rural Development Council (URDC)

Keynote speakers: Sen. Bob Bennett and Kevin Rollins, Pres., COO, Dell Computer Corp.

To learn more, call Scott Truman, URDC (435) 586-7852, or to register online, visit [www.rubtc.com](http://www.rubtc.com)

## News You Can Use

### Pre-Layoff Assistance

In our changing economy, millions of workers lose their jobs each year because of layoffs or other economic-related conditions. Our Dislocated Worker Unit (DWU) provides free pre-layoff assistance to employers and their affected workers when faced with a layoff situation. The overriding strategy of the DWU is to respond rapidly when layoffs are announced and deliver resources to help affected workers transition to new employment. The sooner workers start to manage the transition, the better the outcome for them and you, the employer. Studies show that the impacts of change can be smoother once your workers know that you are concerned about them.

When the DWU obtains information about a layoff, on-site Rapid Response Workshops are offered to the employer to assist the affected workers. These pre-layoff workshops include information on the following:

- Filing for Unemployment Insurance
- Other benefits and services available through the Department of Workforce Services
- Financial planning and protecting your 401(K)
- Extending health insurance under COBRA and other health insurance options
- Labor market information planning and effective job search skills
- Résumés and applications
- Interviewing techniques

For more information contact:

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Dislocated Worker Unit  
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Salt Lake City, Utah 84111  
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## jobs.utah.gov *update*

In the first four months of operation there has been a dramatic rise in the number of registered job seekers with graduate degrees. The number of applicants with master's degrees or higher has grown to almost 15 percent of total applicants. Clearly the ability to access job openings via the Internet is attracting higher skilled job seekers!

### Eight Prosecuted for Unemployment Fraud

During the month of January 2003, the Department of Workforce Services (DWS) successfully prosecuted eight individuals for fraud in connection with their unemployment insurance (UI) claims. The former claimants, seven men and one woman, pled guilty to second and third degree felonies in district courts throughout the state.

"These defendants are required to pay DWS in excess of \$87,000 in overpayments and penalties," said Vince Iturbe, Manager of Benefit Payment Control. "The statutory penalties for UI fraud can double the amount actually received in benefits." In addition, sentences handed down included jail time, community service, court and attorney fees. Some of the defendants immediately made partial payments on their debt.

"We currently have 57 additional cases pending in courts throughout Utah and in other states. Investigation and court preparations continue every day. In the last several years, our methods of fraud detection have become increasingly sophisticated," said Iturbe. "The funds that pay for unemployment insurance benefits come from a tax on Utah's employers. These prosecutions are evidence of our commitment to the proper payment of benefits. Doing so protects the UI trust fund for employers and ensures that money is available to pay benefits to workers who are both eligible and honest," stated Christopher Love, UI Director.



*Do you find it helpful to have the latest occupational wage information for Utah and its sub-state areas? That data comes from the yearly OES survey. If your business is surveyed, please fill out and return your form, so that we can continue to publish this very helpful wage information.*

**Thanks!**

## **DWS Awards \$250,000 for Cultural Integration Grant**

As Utah's workplace becomes increasingly more culturally diverse, employers are expressing concerns about how low English proficiency and communication problems are impacting their businesses. They asked Governor Leavitt for help at the State Council on Workforce Services meeting held in April 2002.

The governor responded by charging the Department of Workforce Services (DWS) to convene a Cultural Integration Advisory Committee to address those concerns. The committee's first step was to commission a telephone survey of over 1,000 randomly selected Utah employers to quantify the impacts of cultural integration and English skills issues and challenges they face.

The survey revealed that limited English proficiency had significant impacts on the workforce associated with technical capability, training, safety, the ability to advance and customer service. The survey also found that a sizable majority of employers (63 percent) would take advantage of a successful cultural integration and English skill-building program, if offered.

A \$250,000 one-year grant was awarded to Granite School District, Adult and Community Education Department on January 14, 2003. The grant will fund services that provide individualized diversity strategies and initiatives for 10 Utah employers. Services may include and are not limited to the following: adult vocational literacy, including English language skills for the limited English proficient person; employment-related cultural integration diversity training and related activities that are clearly linked to the organization's overall business goals and become part of the company's organizational practice.

"It's clear that in order to meet the objectives of Governor Leavitt's 1000-Day economic plan, we address the need of cultural diversity in the workplace," said DWS Deputy Director Darin Brush. "We hope to accomplish this in many ways; this grant is a first step to assist employers in addressing this critical need."

Ten Wasatch Front employers have been selected as participants of this cultural integration grant. While they have varying needs, all share the common philosophy that communication must be open and effective, whereby the employee will understand the company's mission, vision and values. There must be opportunities for the employee to grow and advance.

Granite will work on-site with each employer for the next year to accomplish the following:

- Employers will recognize an increase in English proficiency among a percentage of those employees chosen to participate.
- Employers will be taught employment-related cultural assimilation, which will result in employees having adequate comprehension of everyday workplace necessities. This could include training, advancement opportunities and safety.

At conclusion of the grant, the employer will be left with resources so the services provided can be replicated within the company. During the year-long grant, a model will be developed which will go statewide to all Utah employers in 2004.

For more information on the Cultural Integration Initiative, contact Barbara Darling at the Department of Workforce Services 801-526-9294.

## **New Wage Data for Utah Just Released!**

Brand-new occupational wage data for Utah has just been posted on the DWS/Economic Information Web page. This is the most current, accurate occupational wage data available for Utah.

The main page for wage data is: <http://jobs.utah.gov/wi/Owi/wages.asp>. From there, you can click down to find wage data for both your area of the state and the state as a whole, definitions of occupational titles, and helpful links to other wage, benefit and labor law-related web pages.

There are also informative articles on geographic differences in Utah wages, national wages vs. Utah wages, information about how this wage data gets collected, and a wage conversion table (hourly to weekly, bimonthly, monthly, annually).

To all of the employers who participated in last year's *Occupational Employment Survey*, the source of this data, we extend a big "Thank You!" Without the voluntary cooperation of about 3,000 businesses statewide, we would not be able to provide this valuable data.

**Utah Department of Workforce Services**

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Salt Lake City, UT 84111

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**Economic Projections by DWS****Contact Numbers****State Economist Meets Mountainland Employers**

On Wednesday, January 29, 2002, 47 attendees packed the Courtyard By Marriott conference room in Provo to hear the latest news about economic projections for Utah County. Jim Robson, an economist with the Department of Workforce Services (DWS), shared his forecast with Mountainland Region employers, government representatives, and local community leaders. He discussed the effects of the national economic slowdown on the local economy, dynamics of local industries, and the wages and unemployment rate in Utah County. Robson provided an explanation of the downturn in the national economy, including factors such as stock overvaluation in the 90's, excess inventories, Enron and WorldCom fiascoes, and the impact of the September 11th attacks. The state has not had negative job growth of this magnitude since the end of World War II. Some of the local issues he addressed were the transportation and commuter rail plans, Geneva's lay-offs, as well as the need to improve the Provo airport.

Comments from those attending the workshop included, "Excellent slide show with mixture of graphs, verbiage and humor!" and "Wonderful!" Economy and labor market questions can be addressed by contacting Jim Robson via the DWS web site at: [jobs.utah.gov/wi/regions/mountainland/markmountain.asp](http://jobs.utah.gov/wi/regions/mountainland/markmountain.asp)

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